

Pink Pony

Historic Preservation Plan: Design Guidelines

Approved March, 2005 by HPC
City of Scottsdale - Historic Preservation
Program



INTRODUCTION

It is the goal of the Scottsdale Historic Preservation Ordinance to protect and preserve those properties recognized and listed on the Scottsdale Historic Register. One of the mechanisms used to accomplish this is the development of a Historic Preservation (HP) Plan for the properties once they are designated. This plan for Pink Pony sets forth the objectives for the preservation of this important historic resource and identifies the procedures and future support the City could utilize to achieve its goals.

The goal of the Pink Pony HP plan is to ensure the preservation of those character-defining features that distinguish the property and contribute to its significance. It is the further goal of this plan to assist this historic property in maintaining its economic viability and continued use as a commercial property. Through future incentives, the City of Scottsdale intends to demonstrate that the practical considerations associated with aging downtown properties can be addressed and both its preservation and potential redevelopment in suitable locations can be realized.

The Pink Pony is located on a .21-acre parcel on Scottsdale Road. Constructed in 1954 by the variety store Sprouse-Reitz, the building was modified in 1970 for use by the Pink Pony Steak House after the business moved from their original downtown location. The Pink Pony has occupied it ever since.

The simple, rectilinear plan is oriented with its short, front façade to Scottsdale Road. The Pink Pony is a single story building constructed with concrete block exterior walls. The front façade has three bays, two that project forward at both ends and a recessed central bay. The building is a hybrid of Western, Southwestern and Modern Styles. It is located in the heart of Old Town Scottsdale in a bustling area of retail shops, restaurants and offices.

The Pink Pony's physical features continue to convey a sense of the building's historic character and its association with postwar development patterns, social history, and architectural styles in downtown Scottsdale.

The Pink Pony building is historically significant for its association with Scottsdale's Post World War II community planning and development patterns and for its association with the town's social history. It is representative of a period when the town became a major baseball spring training and tourist destination. It is important for its association with Charlie Briley, considered "Arizona Sports Royalty" for his role in bringing the Cactus League to Scottsdale and establishing a nationally known draw for the baseball crowd. The architecture of the Pink Pony also illustrates the transition of the downtown design theme from Old West to a Modern Southwestern Style.

The physical features of the Pink Pony building continue to express their association with these themes of significance. Charlie Briley's restaurant has a key location only a half-mile walk from Scottsdale's baseball stadium, which he helped fund. The blending of Modern, Western and Southwest Style architecture still convey the historic design intentions. Specific materials also articulate the historic significance of the Pink Pony and reflect the innovative manufacturing practices that became possible in the postwar era with the application of new industrial technologies.

DESIGN REVIEW

An important component of the HP plan is the design guidelines that have been prepared to guide the “Review Process on Applications Requiring a Certificate of No Effect or Certificate of Appropriateness” as set forth in Section 6.122 of the HP ordinance. Section 6.122 represents the public action to regulate development that is necessary to achieve the preservation objectives of this HP plan. This regulation is not intended to prohibit alterations to the existing building or new development or construction within the designated historic property. Instead it is intended to: (1) guide the work that is done so that it does not adversely affect the historic characteristics that distinguish the Pink Pony and (2) provide compatibility of the new with the old. The regulations are limited to exterior work only.

DESIGN REVIEW PROCESS

When a building permit is sought to do exterior work on the designated Pink Pony property, the Development Services Director will refer the request to the City’s HP Officer to determine if the work requires a Certificate of No Effect or a Certificate of Appropriateness (C of A). If the “C of A” is required, and when the Development Review Board approval is also necessary, the HP Officer and the Zoning Administrator will confer to determine whether the preservation of historic character or development aspects of the proposed project dominates. In making this determination the following factors will be considered: (1) Do the HP Design Guidelines for the property specifically address the work proposed; and/or (2) the additional amount of lot coverage resulting from the proposed project; and/or (3) the percentage of building square footage being added; and/or (4) the percentage of the existing building footprint that is affected by the proposed work.

For those cases reviewed by the Historic Preservation Commission, the decisions of appropriateness (C of A) will be made according to the following principles that have evolved over time and reflect the accepted standards for historic preservation work today. These principles should be used in planning and undertaking work on the Pink Pony:

Understand the Character-Defining Features

Historic properties have specific physical characteristics that enable them to convey their association with historic events and people, illustrate historic building types, periods or methods of constructions and give them distinctive visual character. These features should be retained as part of any planned work, so as to not diminish the property’s significance.

Preserve, Protect and Maintain

The identified character-defining features should be protected and maintained. Performing regular maintenance and upkeep is encouraged. This work will lessen the likelihood of the buildings needing major repairs or expensive replacement of features.

Repair

When character-defining features or materials become damaged or worn, repair should be done with the least degree of intervention possible. Repair should begin with patching and move to limited replacement in kind with matching materials and/or finishes.

Replacement

It is preferable to repair rather than replace but, when a feature is missing or the level of deterioration precludes repair, then replacement may be appropriate. Replacement should be with matching or compatible materials and repeat the original design. Features replaced or reconstructed should be reproduced according to physical evidence or archival documentation on its historic appearance.

Pink Pony Character-Defining Features

Site and Setting:

- Building located downtown at the street side setback
- Wide walkway adjacent to the building reinforces its pedestrian-oriented, urban character

Massing and Form:

- Simple, monolithic massing
- Pedestrian scale created by one-story building height along street frontage
- Rectangular form
- Short side orientation of primary façade on Scottsdale Road



Wide sidewalk along Scottsdale Road



Rear and alley side elevations showing massing



Simple rectangular massing of building along sidewalk

Massing and Form Continued:

- Primary façade with two forward projecting corner elements and a recessed central entry bay
- Very low pitch gable roof form
- Parapet roof walls on all four façades, with a higher false front on the primary façade



Looking south at corner elements and parapets



Recessed entry



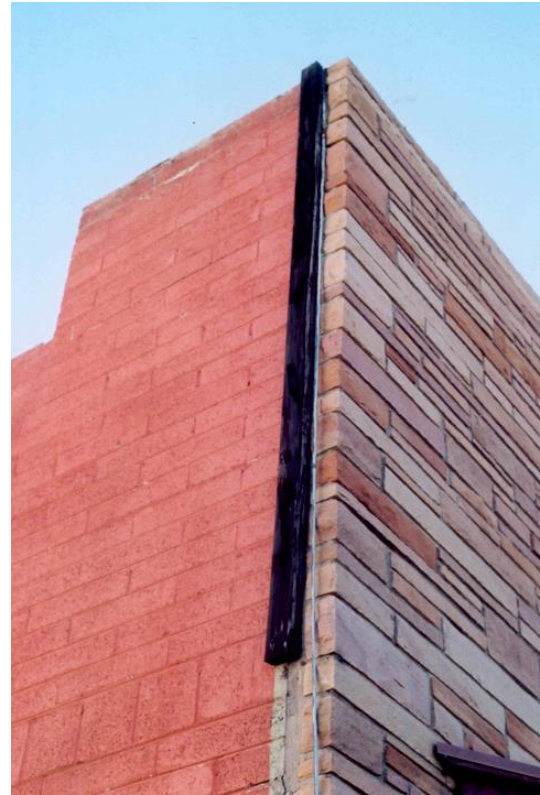
Parapets and simple massing

Walls:

- Exterior walls constructed of concrete block
- Stucco skin with sand texture applied to recessed entry bay and parapet roof wall on the primary façade
- Random ashlar cut sandstone veneer on corner elements on the primary façade



Stucco wall around recessed entry



Block walls on alley and sandstone veneer on primary façade on corner element

Porch, Windows and Doors:

- Wooden semicircular flat porch canopy projecting from the primary façade, with a stepped fascia, supported by four recessed wooden posts
- Narrow rectilinear windows with horizontal emphasis flanking entry doors
- Wood window frames



Semicircular canopy



Wooden posts supporting canopy and horizontal window



Canopy, wooden posts and horizontal windows by entry

Porch, Windows and Doors Continued:

- Double-leaf wood entry doors with four raised panels on each door
- Kachina design on raised door panels and ornamental iron entry door hardware



Kachina panel



Entry doors with iron hardware

Western and Southwest Modern Hybrid Ornamentation and Detailing:

- Low semicircular planter boxes flanking entry doors, projecting from recessed entry bay, clad in broken courses of cut sandstone and integrated with corner elements
- Southwestern patterned wood upper fascia board trims porch canopy
- Signage comprised of western style rustic wood letters and wooden pony logos applied to primary façade
- Recessed lighting can in porch canopy soffit



Planter boxes beside entry



Wood fascia board trim and recessed light underneath canopy



Canopy fascia and trim

Pink Pony Design Guidelines:

1. Retain the historic scale, massing, and proportions of the building.
2. Additions or expansions to the building should occur at the rear and should be subordinate to the historic building and similar in scale, massing, and proportions. Second story additions should be set back from the front façade.
3. Repair or replacement of the roof should retain the parapet walls that obscure the low-pitch gable form.
4. Repairs to the exterior walls and/or the new construction of exterior walls should match the existing materials, patterns, and texture.
5. Retain porch canopy and canopy detailing. Repair or replacement of the porch must be similar in form and appearance to the original.
6. The location and size of the narrow rectilinear windows should be retained to preserve interior privacy and low lighting.
7. Repairs to the Pink Pony entry doors should retain the southwestern character reinforced with a double-leaf Kachina design door panels and heavy metal entry door fixtures.
8. Repairs or replacement to planter boxes must retain the semicircular form and materials.
9. Repairs or replacement to the signage should use rustic wood lettering and an ornamental element is encouraged.
10. Repair or replacement of existing light fixtures should be designed with a low profile so they are not visually intrusive.
11. Decorative Pink Pony ornament should be retained on some prominent portion of the primary façade.
12. Retaining the distinctive pink colors along the primary façade is encouraged.

